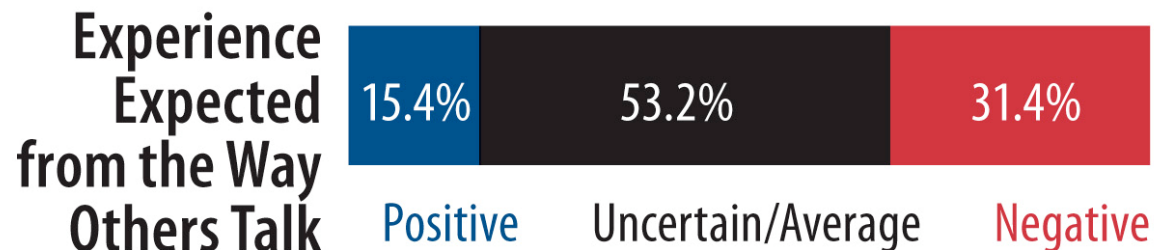
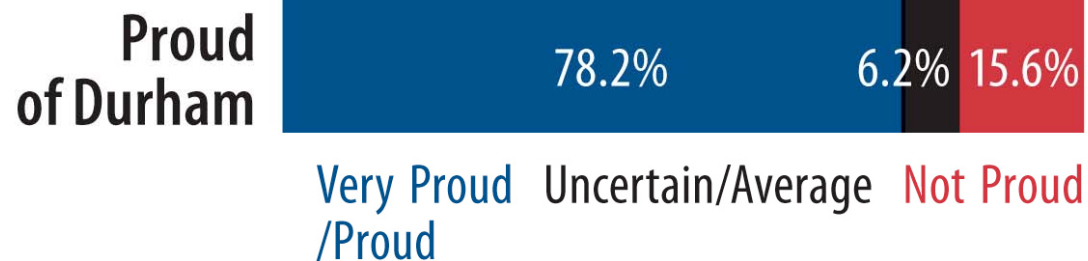
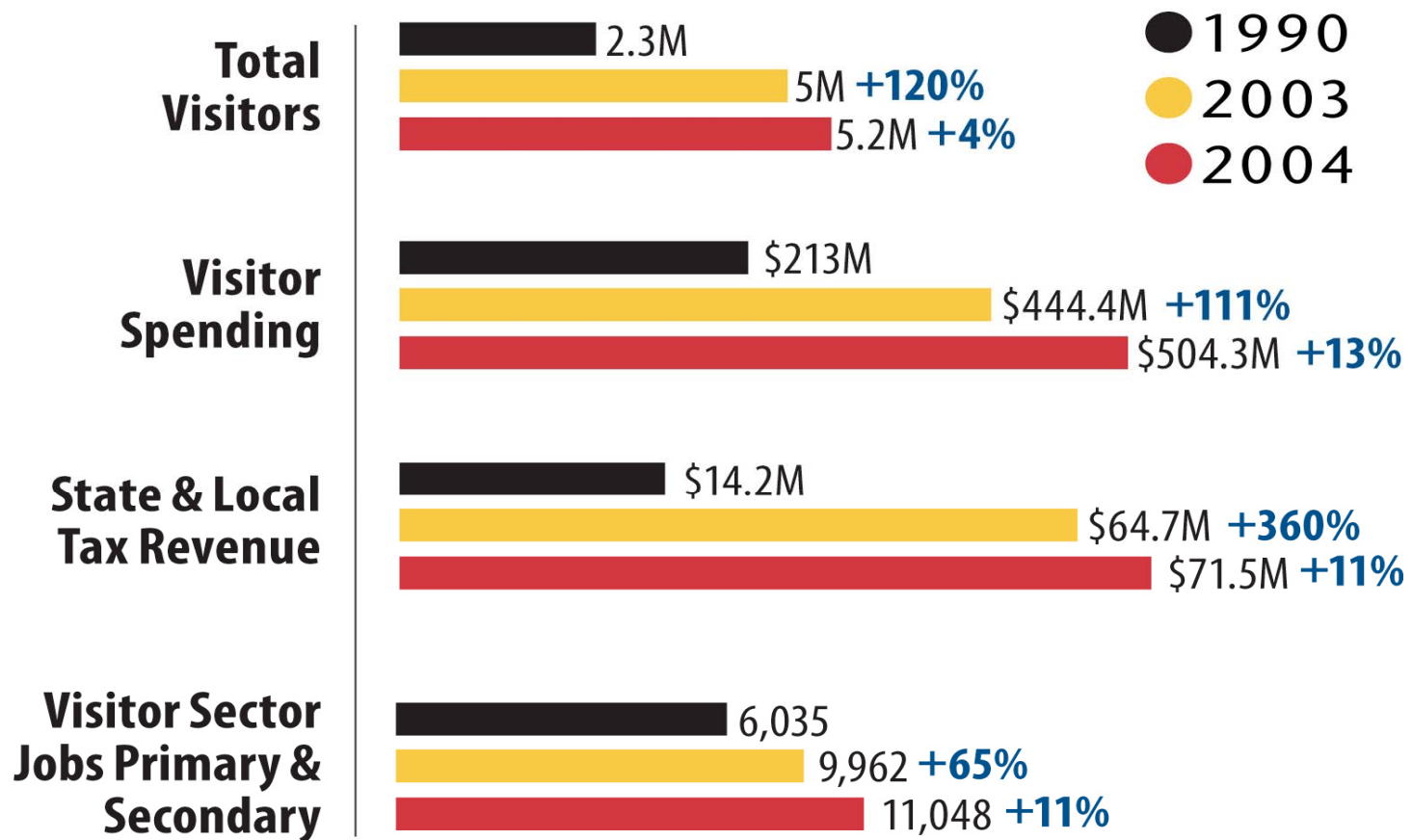


Economic Impacts of Visitors

Durham Resident Opinions



Economic Impact of Durham Visitors 1990 - 2004



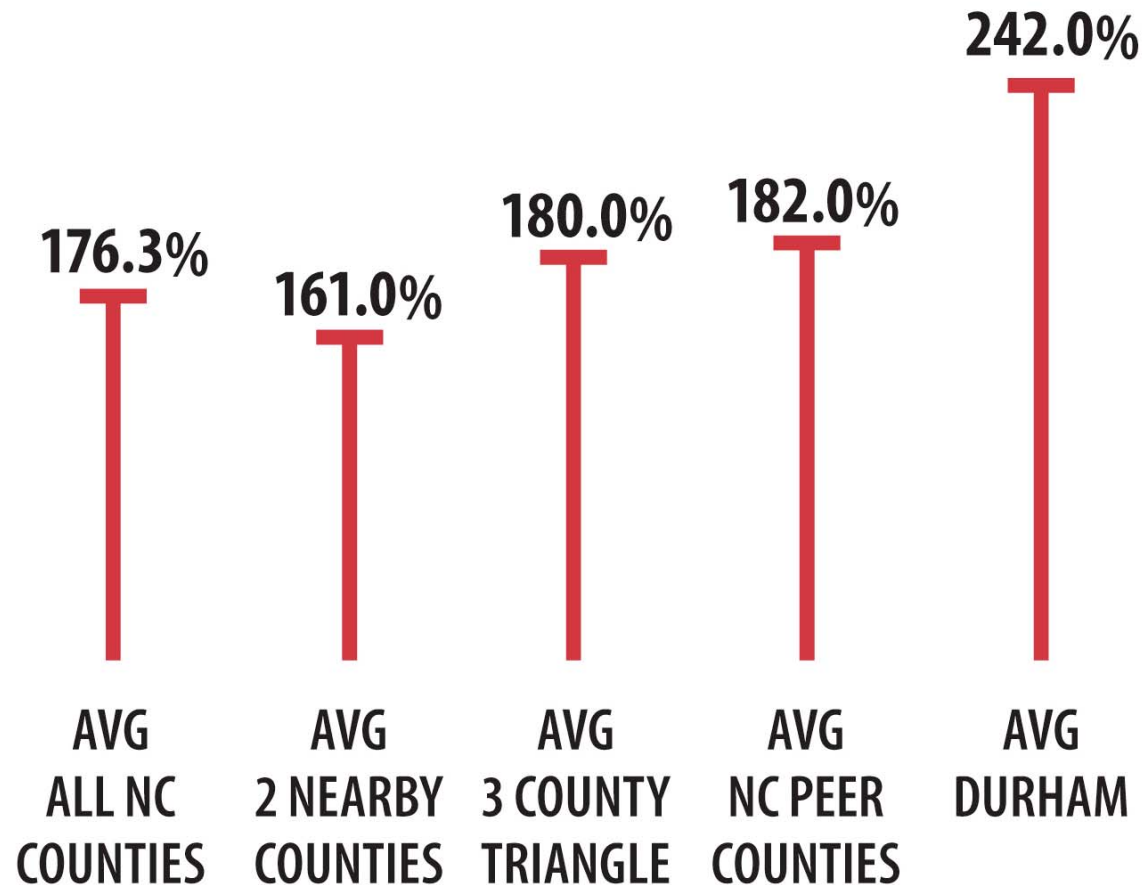
*1990 is when Durham launched destination marketing & promotion.

Total Visitation to Durham

(Person Trips, 2004)

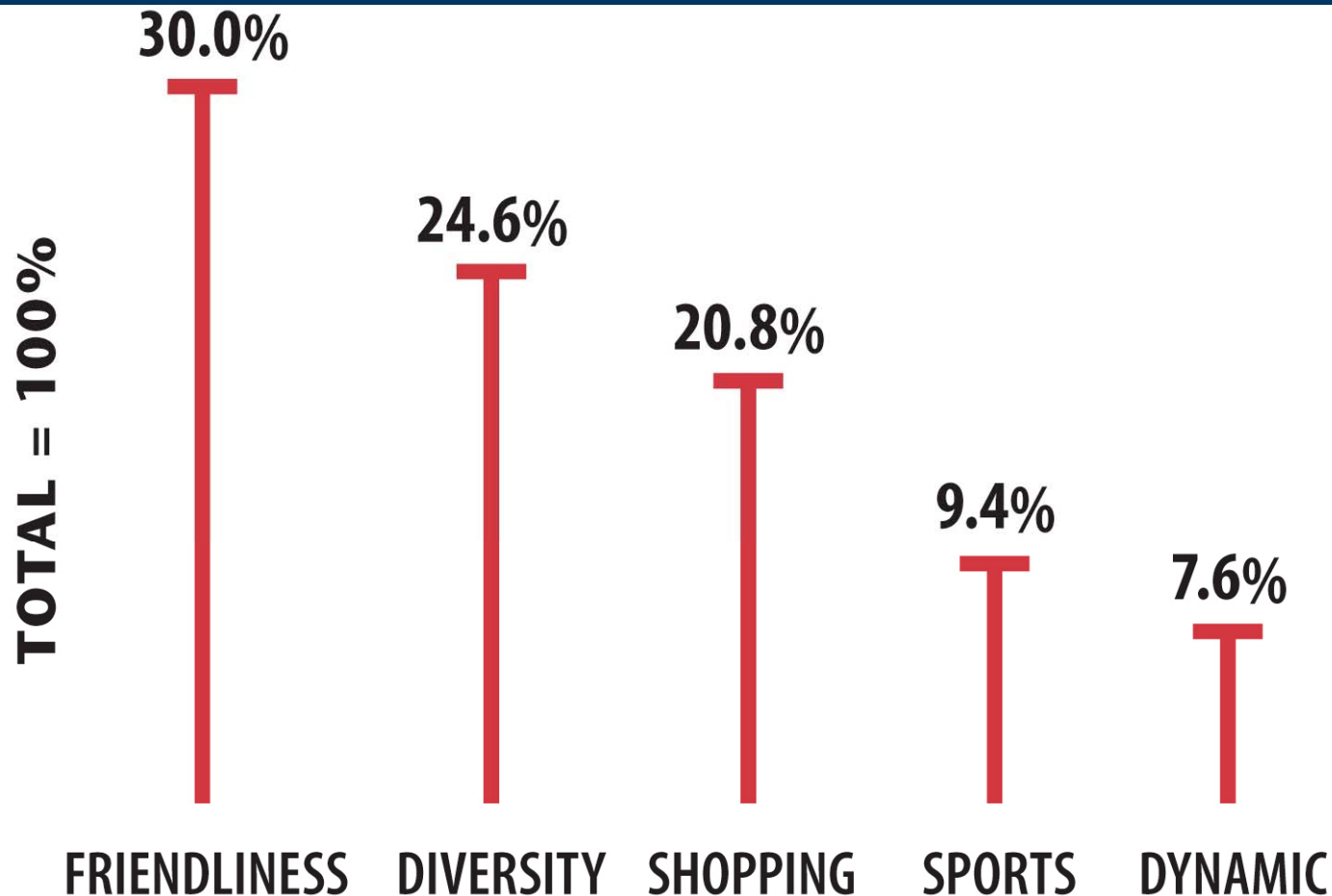
	Total # of Visitor Person Trips	Durham's Potential	GOAL
Total Visitors	5.21 Million	11.32 Million	GROW
	% of Total for Durham	% of Total for U.S.	GOAL
Day Visitors	78.8%	50.7%	SUSTAIN
Overnight Visitors	21.2%	49.3%	GROW
Business Visitors	23.2%	18%	SUSTAIN
Transient Business	18.8%	14%	Sustain/Supplant
Convention & Meetings	4.5%	4%	Sustain
Leisure and Personal Visitors	76.8%	82%	GROW
Getaway/Vacation/Events	26.1%	44%	Grow
Visiting Friends/Relatives	34.5%	30%	Sustain & Convert
Personal (healthcare, weddings, etc.)	15.4%	7%	to Overnight Sustain

Change in Sales/Occupancy Taxes Percent from Visitors (1990 – 2004)



Note: The 15 years spans the time since Durham commenced destination marketing.

Aspect of Durham's Personality most appealing to visitors



Note: As mentioned by friends and relatives of Durham residents.

Features and Events – Performance Indicator

